

62

Ka

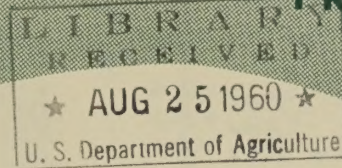
8-1-60



"IT'S DOING SO WELL I'M AFRAID TO MOVE IT!"

© 1960 BY JOHN'S INC.

DewKist PLANTS
FROM



John's INC.
APOPKA
FLORIDA

WHOLESALE PRICE LIST

All Prices F.O.B. Apopka, Fla.
(10% DISCOUNT on orders of \$300 or more)

F

HI!

MY NAME'S "JOHNNY DEWKIST" AND ALTHOUGH I'M NEW TO YOU I'M GOING TO BE RIGHT OUT AT THE POINT-OF-PURCHASE TO HELP SELL THOSE BEAUTIFUL LUSH GREEN "DEWKIST" PLANTS.

'COURSE I'LL NEED YOUR SUGGESTIONS AND HELP.

TO START WITH - WHEN YOUR CUSTOMERS SEE THE "DEWKIST" NAME THEY SHOULD KNOW THEY ARE GETTING HEALTHY, ROBUST PLANTS.

AND YOU SHOULD TELL THEM THESE PLANTS ARE GROWN FROM THE FINEST STOCK - BY PEOPLE WITH 26 YRS. EXPERIENCE AND LEADERSHIP IN THE PLANT INDUSTRY.

YOU SEE - I'LL GUARANTEE THEM!



New PLANTS, LISTED BY US FOR
THE FIRST TIME

Fluffy Ruffle Fern

This luxuriant compact fern looks just like it's name.

Since Great Grandmother's day ferns have been familiar favorites but now for the first time you can get this rare beauty at this special low price - brought about by mass production.

Item #14 (In 4" plastic Tub) Only \$1.25 each

It has no
established retail

No special care required - it suckers readily, making a very compact clump but it can be separated easily when pot gets too full. Likes lots of light (no direct sun). Keep soil moist & foliage dry. Fertilize very sparingly, if at all.



(Botanical name:
Nephrolepis Exaltata)



IVY

GRAPE

(Rhombifolia)

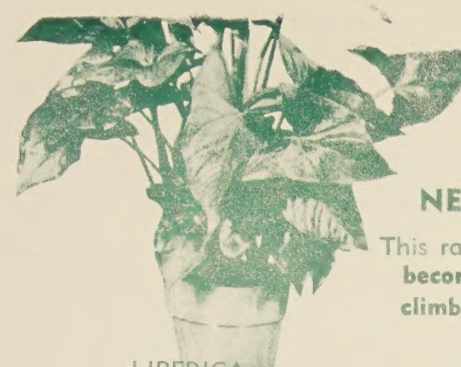
Fast growing climber.
Heavily veined hairy lvs.
Likes shade.
613 3" 30¢



HÄHN'S

Assorted small leaf varieties. Self branching, climbing or trailing.

507 2½" 20¢
573 3" 30¢
467 4" tub 55¢



NEPHTHYTIS

This rapid growing plant becomes an interesting climbing or trailing vine.

VARIEGATED

Colorful crinkled leaves

LIBERICA

Green leaves

500 2½" 20¢
501 3" 30¢
502 4" tub 55¢



PEPEROMIA

Erect compact growth
Many waxy leaves.

OBTUSIFOLIA

Dark green

510 2½" 20¢
511 3" 30¢
514 4" tub 55¢



VARIEGATED

More white than green

518 2½" 20¢



PÓTHOS

You'll love this vigorous colorful plant. It wants to climb or run and does both rapidly.

AUREUS

Golden variegation

530 2½" 20¢
531 3" 30¢
453 4" tub 55¢



MARBLE QUEEN

Snowy white variegation

P302 2½" 20¢
P303 3" 30¢
P304 4" tub 55¢



PHILODENDRON CORDATUM

Best known of all indoor plants because it can be used in any location

52 2" 11¢
520 2½" 20¢
521 3" 30¢
452 4" tub 55¢
W.W. 522 { 10 to a bundle \$5. per 100
\$55. per 1000



DRACAENA

Colorful shrubs for indoor growing.

WARNECKII

Exotic palm like growth to 15' tall. Very hardy.
32 4" tub 55¢



SANDERIANA

Lots of white — Pretty from all sides

34 2½" 20¢
340 3" 30¢
344 4" tub 55¢



GODSEFFIANA

Shiny dark green leaves with white dots

33 2½" 20¢
330 3" 30¢
433 4" tub 55¢



CHINESE EVERGREEN

Erect cane plant. Likes shade — in water or soil. In use for centuries.

A. SIMPLEX

64 2½" 20¢
640 3" 30¢
W.W. 84 1 plant 25¢



VARIEGATED

643 3" 30¢



SANSEVIERIAS

Very hardy hemp plants — Stiff, shiny erect leaves. Likes sun or shade, require little care.

S. ZEYLANICA

Silvery green variety

551 2½" 20¢
55 3" 30¢
554 4" tub 55¢
W.W. 5 3-4 leaves 9¢
4 Bulk \$35. per 500

S. HAHNII

Patented Rosette

401 2½" 20¢
403 3" 30¢
404 4" tub 55¢



S. LAURENTII

Gold-Banded variety

831 2½" 20¢
81 3" 30¢
834 4" tub 55¢
W.W. 8 2 lvs. 12¢
W.W. 82 3-5 lvs 16¢
W.W. 83 Rosette 15¢



PODOCARPUS

Japanese Shrubs. Branches when cut Likes light.

NAGI

Light green, hard, shiny, curved leaves

323 3" 30¢



MAKI

Dark green lvs. in star-like growth

313 3" 30¢



DIEFFENBACHIA

Showy, large lvs. cane plants. Fast erect growth.

PICTA

The green lv. variety

350 3" 50¢
351 4" 80¢



ROEHRSI

The white lv. variety

360 3" 50¢
364 4" 80¢



PLANT COMBINATIONS

Varieties of top quality plants growing together in the same pot.

3 PLANT

89 3" 30¢



4 PLANT

489 4" tub 55¢

Dewkist
PLANTS

ALL PLANTS IN PLASTIC POTS

THESE PICTURES SHOW THE PLANTS IN THE LARGEST POT SIZE OFFERED

John's
Apopka, Florida

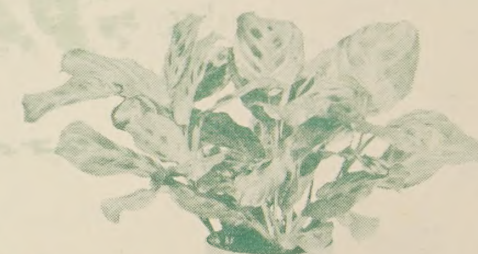
CRASSULA

(Aborescens)



"The Jade Plant"
Small, bushy, well shaped succulent.

732 2½" 20¢



MARANTA

KERCHOVEANA "Prayer Plant"

The leaves on this colorful plant fold up at night. Leaves are light green with dark green spots. Fast growing.

113 3" 30¢
413 4" tub 55¢



SEERSUCKER PLANT

(Geogenanthus)

Low spreading growth. Bronze and Green corrugated leaves.

38 2½" 30¢



HOYÁ

(Vining "Wax Plant")

Waxy green and white leaves. Produces small white and pink flowers.

76 2½" 30¢



ALUMINUM PLANT

(Pilea Cadierei)

Light green quilted leaves with silver on raised part. Very hardy — Fast growing.

193 3" 30¢
194 4" tub 55¢



ARALIA

BALFOURIANA

Leathery green Circular leaves fringed in white

720 3" 30¢



BOSTON COMPACTA FERN

"Old Time favorite" — erect, compact growth

213 3" 30¢
214 4" tub 55¢



PHILODENDRON PANDURIFORME

Climber from Brazil Interesting leathery texture (dull olive green)

44 3" 60¢
445 4" 80¢



NEANTHE BELLA PALM

A real miniature palm tree. Very hardy — likes shade.

59 2" 11¢
590 2½" 20¢
593 3" 30¢
594 4" tub 55¢



SCHEFFLERA

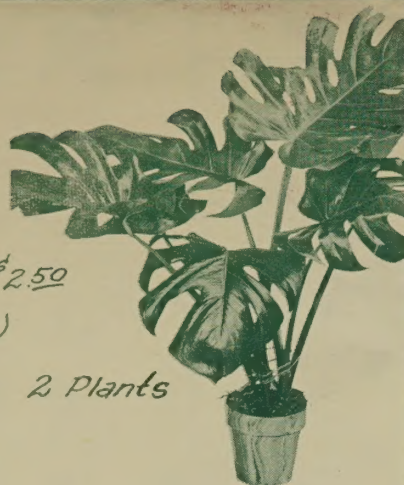
(Umbrella Tree)

Fast growing, glossy leaved, indoor or patio show plant. Gets big in tubs.

86 3" 30¢

"Erect Growing"

PHILODENDRON PERTUSUM



#465 6" plastic \$2.50
(6 per case)

2 Plants

PHILODENDRON PERTUSUM

The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."

#37 3" plastic 60¢

#46 4" " 80¢

#467 4" square " 80¢

- Growing on TOTEM POLES -

#466 6" plastic \$2. (24" tall)

#377 7" clay pot \$4.50 (30" tall)
(both pk 6 per case)



PHILODENDRON HASTATUM

The glossiest, greenest leaf of all. Moderate growth, wants to vine up.

#27 3" plastic 60¢

#47 4" " 80¢

#474 4" square " 80¢

- Growing on TOTEM POLES -

#477 7" clay pot \$4.50 (30" tall)
(6 per case)



PHILODENDRON MONSTERA

Monstrous leaves, long stems. Slow growth makes excellent for permanent display.



#490 8" plastic \$3.50
(4 per case)

PHILODENDRON "JOHNSII"

Selloum
The new large "Erect Growing" Philodendron that keeps its symmetrical shape. New leaves grow from the center. Splendid display.

#45 3" plastic 60¢

#451 4" " 80¢

#455 7" " \$1.50
(6 per case)



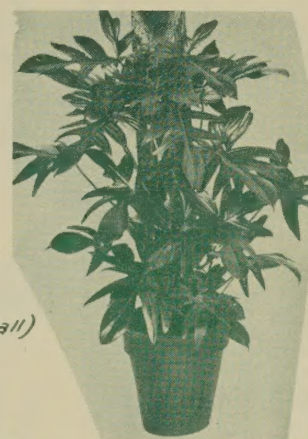
PHILODENDRON FLORIDI

Distinctly different — This lowly-spreading beauty has unusual leaves and fuzzy stems.

#39 3" plastic 60¢

- Growing on TOTEM POLE -

#397 7" clay pot \$4.50 (30" tall)
(6 per case)



PHILODENDRON DUBIUM

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities.

#28 3" plastic 60¢

#48 4" " 80¢



Specimen Plants

attractive display plants
in your store and
very profitable sellers.

Each Variety is pictured in the
largest pot size offered.

The varieties in 3" & 4" pots
may be Assorted in boxes
of 25 3" or 20 4" - but -
Special packs are required for
the bigger sizes so they are
shipped only in straight cases
as shown.

PHILODENDRON ASSORTMENTS

NO. 101 25 3" pot sizes for \$15.
(5 Pertusum 5 Hastatum
5 Johnsii 5 Dubium 5 Floridii)

NO. 103 6 Totem Poles for \$27.
(in 7" clay pots)
(2 Pertusum 2 Hastatum
2 Floridii)

ORDER ON POSTAGE FREE ORDER FORM

30-36"

FICUS DECORA

Showy, broad oval leaves
with distinctive sunken veins
and ivory center rib and ma-
roon underneath rib.

#600 6" plastic \$2.
(6 per case)



Apopka, Florida
Tucker 6-3061